

Monetize Your Knowledge - Module 3

MEMBERSHIP SITES



Module 3 - Membership Sites

A membership site is an information product, but it is a product based on a subscription. In other words, customers pay for access to your product every week, month or interval you decide.

Unlike a one-time purchase information product, a membership site requires ongoing work to keep it up-to-date with fresh content and to keep members satisfied. However, there are some benefits:

- **More assured monthly income:** While members can cancel a subscription, and they will, it's easier to plan on what your monthly income will be.
- **You can focus on marketing and content delivery:** You don't have to worry as much about coming up with new product ideas...just build your membership site.
- **Affiliates love recurring commissions:** And because they love recurring commissions, they'll love promoting your product.

With that in mind, let's get started with the learning materials for this module.

IMPORTANT NOTE: Because a membership is a type of information product, you will find many of the lesson materials overlapping between modules.

Review:

- If you're not familiar with information products/membership sites or want to review the advantages and potential drawbacks of selling them, refer to **Lesson 2: Delivering Your Knowledge**.
- If you need ideas on how to get your product created for you, review **Lesson 2: Recruiting Others to Deliver Knowledge**.

Checklists for Information Product Creation

- **Information Product Topic Research Checklist (below):** 7 ways to research your information product topic idea. This is the same checklist provided for the information product module.
- **Exclusive! Planning a Membership Site Checklist (below):** Things to think about in planning your interactive course from the level of interaction you want to provide, your sub-topics and media options to your download set up options. This checklist **HAS** been modified for membership sites.

Selling Your Product Checklists:

- **Marketing Checklist (below)**: Covers pre-selling, product graphics, sales page and customer follow-up. This is the same checklist found in the information product module.
- **Promotion Checklist (below)**: How to drive traffic to your website for the purposes of selling your product. This is the same checklist found in the information product module.
- **Exclusive! Get & Keep Your Members Checklist (below)**: It's one of the biggest challenges of a membership site - to get new members in and get them to stay. This is a brand new checklist, unique to this module.

Sales Templates: The following templates have not been modified and are the same ones included with the information product module.

- Sales page template (see templates folder)
- Opt-in page template (see templates folder)

Resource List

- **Information Product Resource List (below)**: Find a list of graphic designers, writing services, shopping cart programs and more. This is the same checklist provided for the information product module.

Information Product Topic Research Checklist

Choosing the topic of your information product isn't an exact science and takes good judgment and possibly a few risks. But don't worry, the risks needn't be too great because it doesn't cost much to produce an information product and there are many ways you can use the content you create, even if you don't sell the product.

Here is a list of ways you can research an information product topic and some tips to help you along the way.

Look for Products Selling on the Same/Similar Topic:

Your first step will usually be to check for other products as this shows you that there are likely customers out there who are willing to buy your product.

How to Find Products Already Selling:

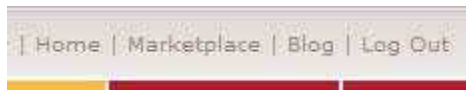
- Check sites like ClickBank.com and Amazon, for example.

Searching ClickBank

At ClickBank, always log into your account to view more information about the products. If you don't have an account, you can create one free by clicking on the "Promote Products" link at the top:



Once you're logged in, you'll see a link at the top that says "Marketplace". Click that:



There you will be able to browse by category on the left side:



Or you can use the search box at the top of the page. An Advanced Search is also available that allows you to enter keywords to search and keywords to exclude. Use the exclude keywords feature if you find some items are appearing in your searches that you don't want. You can also choose the category/sub-category you want to look at:

A screenshot of an "Advanced Search" form. The form has a brown header with the text "Advanced Search". Below the header, there are four rows of input fields. The first row is labeled "Enter Keywords:" and contains a text box with the text "get your ex back". The second row is labeled "Exclude words from search:" and contains an empty text box. The third row is labeled "In this Category:" and contains a dropdown menu with "Self-Help" selected. The fourth row is labeled "In this Subcategory:" and contains a dropdown menu with "- All subcategories -" selected.

More options include searching by some ClickBank stats.

If you are planning to sell a product at a certain price point, you may want to choose products that are based on an initial sale amount, but note the dollar amount showing is what affiliates earn...not the total sale.

When looking for products that are selling well, always specify an amount for "Gravity". Gravity is a somewhat complex rating system that ranks affiliate programs based on how much volume they've produced in the last month. It includes several factors like how many were sold and how many affiliates promoted the product.

In general, you want to aim for products that have Gravity of between 20 and 80. You don't want to go below 20 as those products aren't proven to sell well. Unless you have an established list or traffic source for the topic, you may not want to go above 80 as it will be a very competitive market to try to enter.

Stats

Gravity

Show items with gravity: Higher than

Initial \$/sale

Show items with initial \$/sale: Higher than

Avg \$/sale

Show items with avg \$/sale: Higher than

Avg Rebill Total

Show items with Avg Rebill Total: Higher than

Avg %/sale



Show items with avg %/sale: Higher than

Avg %/rebill

Show items with avg %/rebill: Higher than

Other search options include the Product Type – whether they have a physical product or offer upsells. If you are thinking of making a physical information product, this will be useful to you. Also, you may want to observe the upsell processes of some products to see how they might apply to your product.

Product Type

 Shippable Media  Upsell

If you plan to make a recurring subscription product, you can also look for those:

Billing Type

 One-time  Recurring

And you can also find products that have an affiliate tools page, which allows you to observe how they are working with affiliates and how this might apply to your product as well:



Searching Amazon:

You can search Amazon in a variety of places from their ebooks in their Kindle store and audio books to regular old-fashioned print books. The best place to start is their Advanced Book Search at <http://www.amazon.com/Advanced-Search-Books/b?node=241582011> because it will allow you to search all those types of products.

Books Search

Keywords <input type="text" value="reduce debt"/>	Condition <input type="text" value="New"/>
Author <input type="text"/>	Format <input type="text" value="All Formats"/>
Title <input type="text"/>	Binding <input type="text" value="All Bindings"/>
ISBN(s) <input type="text"/>	Reader Age <input type="text" value="All Ages"/>
Publisher <input type="text"/>	Language <input type="text" value="English"/>
Subject <input type="text" value="All Subjects"/>	Pub. Date Month Year <input type="text" value="All Dates"/> <input type="text"/> <input type="text"/>
	Sort Results by: <input type="text" value="Bestselling"/>

Because Amazon is such a big marketplace, you may want to be as specific as possible with your keywords and if appropriate, define the subject category as well. We have chosen "New" condition as we want to see products currently in print only. We've also kept the default of "All Formats" (but you may want to specify), chose English as our language and opted to sort by "Bestselling".

Once you have your results, you can see the selling price, view the topics covered and more. You can also read reviews to see what buyers felt was missing from the products and that might give you some clues on how you might create your product.

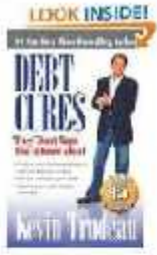


How to Get Out of Debt, Stay Out of Debt, and Live Prosperously: * [Based on the Proven Techniques of Debtors Anonymous] by Jerrold Mundis (Jan 1, 2003)

★★★★☆ (81 customer reviews)

Formats	Buy new	New from	Used from
Paperback Order in the next 6 hours to get it by Wednesday, Dec 8	\$13.00 \$9.36	\$6.07	\$2.84
Hardcover		\$149.21	\$0.20

Other Formats: Mass Market Paperback, Other binding
Some formats eligible for **FREE** Super Saver Shipping.



Debt Cures "They" Don't Want You to Know About by Kevin Trudeau (May 6, 2008)

★★★★☆ (125 customer reviews)

Formats	Buy new	New from	Used from	Collectible from
Hardcover Order in the next 8 hours to get it by Wednesday, Dec 8	\$25.95 \$15.42	\$7.44	\$0.07	\$9.95
Paperback Order in the next 4 hours to get it by Thursday, Dec 9	\$14.95 \$11.21	\$2.40	\$0.24	

Other Formats: Mass Market Paperback, Audio CD, Audible Audio Edition
Some formats eligible for **FREE** Super Saver Shipping.

Excerpt - page 74: "...virtually every person who has credit card **debt** can use to cut their payments in half & successfully **reduce** their **debt** by up to half or even up to ..."

Surprise me! See a random page in this book.

❑ Conduct a Keyword Search for Your Topic:

You can also find product that is selling by searching Google. You want to find that are advertising on Google and who are selling products.

What to Look For:

Advertisements at the top and side of the regular search engine listings, marked as "Ads". For example:

Ads

[Real Love Spells](#)

Love Spells to **get your ex back**
Guaranteed results within one week!
secretspells.org/

[Get Your Ex Back](#)

Psychic Readings, Relationship Work
Soul Mate Uniting
AskLynn.net/Get_Your_Ex_Back.net

[Get Your Ex Back EBook](#)

The **Get Your Ex Back** system review
Read this before you buy the ebook!
www.happinessyouandme.com

The logic of this method is that if websites are advertising products on an ongoing basis, they are likely getting good results from those ads. In other words, the product is selling.

You can also look in the regular listings on the left side of the page and see what is there.

[The Original Ex Back System - Get Your Ex Back Guaranteed](#) ☆ 🔍

Ex back - how to **get your ex back** fast, even if you think your situation is hopeless!
www.exbacksystem.com/ - Cached - Similar

[How to Get Your Ex Back - The Simple Guide](#) ☆ 🔍

13 Jul 2008 ... Going through a break up is often devastating. And it's even more so when you want your **ex back**. Believe it or not, 90% of relationships can ...
ezinearticles.com/?How-to-Get-Your-Ex-Back--The... - Cached - Similar

[EX Back - The Magic of Making Up - Win Your EX Boyfriend or ...](#) ☆ 🔍

EX BACK- TIPS & VIDEOS on how to **get your ex back** and win your way back into their hearts, mind & soul. The Magic of Making Up is for real - Win Your EX ...
howtogetmyexbackways.com/ - Cached

[Get Your Lover Back](#) ☆ 🔍

6 Jan 2010 ... How To **Get Your Ex Girlfriend Back** In 5 Easy Steps ... What is the right method to **get your ex boyfriend back**? Do you cajole him, ...
getyourloverback.com/ - Cached - Similar

Of course, just the existence of websites doesn't mean the products are selling well. You can check rankings on sites like Alexa.com to see if the site gets decent traffic, but it is not foolproof. Internet marketing related sites tend to get higher rankings than sites in other topics.

Let's look at the first site listed on Alexa.com:

exbacksystem.com
Exbacksystem.com

Exbacksystem.com's three-month global Alexa traffic rank is 196,070. The site has a relatively good traffic rank in the cities of San Juan (#1,129) and Cape Town (#3,579). Compared with internet averages, this site's users tend to browse from home, and they are disproportionately men over the age of 45 who are not college graduates and have more children. The fraction of visits to this site referred by search engines is roughly 11%. Exbacksystem.com's visitors view an average of 1.4 unique pages per day.

! Is this your site? Learn how to get more traffic with the [Alexa Site Audit](#).

☆☆☆☆☆ (No reviews yet) | 196,070 Alexa Traffic Rank | 71,126 Traffic Rank in US | 141 Sites Linking In

We can see that the site ranks 196,070 of all sites on the Internet, which is pretty decent. Other useful information you can find are the top keywords that people use to find the site. This could prove helpful if you decide to launch an information product on the same topic:

Top Search Queries for Exbacksystem.com

Query	Percent of Search Traffic
1 ex back system	59.73%
2 get ex back	14.11%
3 ex back	5.28%
4 how to get your ex back fast	1.70%
5 how to get ex back	1.28%
6 how to get your ex back	1.21%
7 the magic of making up	1.08%

[View the complete Search Analytics](#)

❑ Conduct Keyword Research

Use a keyword tool to see what people are searching for on the net. However, use keyword research with some caution when trying to come up with products to sell. Just because people search for some information doesn't mean they are necessarily willing to pay with it.

You can use free tools like the [Google Keywords Planner](#).

You can try other keyword tools like [WordTracker](#) and [Market Samurai](#) too. Look for a variety of phrases – long and short – to get a full picture of the popularity of a given topic.

Observe and Engage Your Target Market

The Internet has tons of opportunities to observe your target market. You can see what they talk about, what problems they have and what products they buy. You can even engage them in conversations.

Look at:

- Blogs on your topic. Look at [Technorati.com](#) and [Google Blog Search](#) to find blogs talking about your topic. Read the posts and the commentary.

Searching Technorati:

You can browse by category or search for blog posts on very specific topics.



Searching Google Blog Search:

You can browse by category down the left side:

Top Stories
[Politics](#)
[US](#)
[World](#)
[Business](#)
[Technology](#)
[Video Games](#)
[Science](#)
[Entertainment](#)
[Movies](#)
[Television](#)
[Sports](#)

Or you can use the search function at the top of the page. We have clicked the “Advanced Search” link that allows you to further refine your search:

Find posts	with all of the words	debt
	with the exact phrase	
	with at least one of the words	reduce, eliminate
	without the words	
	with these words in the post title	
In blogs	with these words in the blog title	
	at this URL	
By Author	blogs and posts written by	
Date	<input checked="" type="radio"/> posts written: past Month ▾ <input type="radio"/> posts written between: 1 ▾ Jan ▾ 2000 ▾ and 7 ▾ Dec ▾ 2010 ▾	
Language	posts written in:	English ▾
SafeSearch	<input type="radio"/> No filtering <input checked="" type="radio"/> Filter using SafeSearch	

As you can see above, you can specify which words must appear in the blog post title, which to exclude. You can also search a specific blog or author, which might prove useful when it comes time to promote your product and you want to get the blog/author on board to help you. You can also choose only recent posts, so you know what is currently being written about the topic.

- Social media. Look at [Twitter](#) and other social networking sites.

Using Twitter:

When you're logged into Twitter, on the right side, Twitter suggests people to follow. If you create an account and start following people who are interested in a specific topic, these recommendations become very on target.



You can also use the Twitter Search function at <http://search.twitter.com> to find people talking about specific topics. We've clicked the "Advanced Search" link to see some of the advanced search features.

Much like with the Google Blog Search, you can specify which words have to be included, which might be and which should be included.

Words	All of these words	<input type="text" value="debt"/>
	This exact phrase	<input type="text"/>
	Any of these words	<input type="text" value="eliminate reduce"/>
	None of these words	<input type="text"/>
	This hashtag	<input type="text"/>
	Written in	<input type="text" value="English"/> (persistent)

You can also specify people places and dates if it's useful to you. This means you can find tweets by certain people or ABOUT certain people. You can even find tweets made from certain locations (as long as the user is using the location feature).

People	From this person	<input type="text"/>
	To this person	<input type="text"/>
	Referencing this person	<input type="text"/>

Places	Near this place	<input type="text"/>
	Within this distance	<input type="text" value="15"/> <input checked="" type="radio"/> miles <input type="radio"/> kilometers

Dates	Since this date	<input type="text"/> 
	Until this date	<input type="text"/> 

You can also search for the attitude of a tweet (based on the use of smiley emoticons). This could be useful if you are searching for discussions on a particular product and want to see what people are saying about it. You can also find out if people are asking questions on a specific topic, which might just be your opportunity to engage someone in a helpful conversation.

Attitudes

With positive attitude :)

With negative attitude :(

Asking a question ?

- **Forums.** Do a Google search for “[your topic] message board” or “[your topic] forum” to find some relevant places to start browsing.
- **Other online groups.** Try [Yahoo Groups](#) and [Google Groups](#).

Observe and Engage Your Readers & Customers

This is similar to the suggestion to “Observe Your Target Market”, but if you’ve already got a subscriber and/or customer list, they are your **best** source of information.

As a unique business in the marketplace, you attract a unique group of people and you’ll get a better understanding by paying close attention to them and engaging them in conversation. Do this on your blog, in social media and anywhere you have the opportunity to observe and interact with them.

Promote Similar Products through Affiliate Links

Test the waters on a potential information product idea by promoting a similar product with an affiliate link first. You can launch a pay-per-click campaign, offer the product to a segment of your list and see if it sells well.

Of course, the success of a product has just as much to do with the marketing and sales copy as it does with the actual topic and how it covered...so just like with other methods, it’s not a precise science, but gives you some useful clues.

Survey Your Readers & Customers

You can also ask your readers and subscribers if they’d buy a product and what they’d like included (this subtopics, media types, tools, etc.). Try offering a report, coupon or something else for completing the survey...to give your readers benefit too.

You can conduct an informal survey on your blog or use [EasyInternetSurvey.com](#) (it’s free) to put together your campaign and collect your data.

Membership Site Planning Checklist

After you've done your initial topic research, it's time to make a plan for your membership site. Here are a number of things to consider as you are putting your information product together.

What Type of Membership?

Before you get started, you need to figure out what type of membership/subscription site you want to start. *Hint* – *your membership site might incorporate more than one of these following ideas.*

- **Online Membership Sites:** The most common type of content-based membership is an online membership where members have access to certain content, advice, tools, etc.

You can offer a monthly course, digital newsletter, articles, how to information ...whatever your members want. You can include downloadable software, offer coaching, etc. What your membership site does is completely up to you.
- **Print Newsletter or Magazine:** Send your customers printed information each month on a targeted topic. A glossy magazine will likely carry higher printing costs, so be sure to detail all your expenses before embarking on such a venture. A newsletter can be just as profitable, but can be on black and white on matte paper, saving you plenty in production costs. Of course, in both options, some of those expenses can be offset by selling advertising in your publication.
- **CD / DVD Subscription:** The same kind of information you deliver via a printed newsletter or online membership can be published CD and DVD. Both are inexpensive mediums to produce and your customers receive a tangible product in their hand with their subscription. You can include audio, software and other useful items on CD. Video can provide valuable how to information, entertainment, etc.

Will You Include Interaction?

Adding an element of interaction to your membership site can help increase the value of your membership, but it often increases your workload too. Weigh your options and preferences to decide if you want to add interaction.

Some Options:

- **Members Forum:** Allow your member to with one another through a message board or forum. The challenge with this method is getting the discussion going and maintaining it. To do that, you'll need a large number of members (or VERY passionate ones who like to talk), possibly recruit others to get involved and you will also likely have to start/participate in discussions.
- **Blog:** If a members forum seems like too much work and you want to avoid the look of dead discussions, including a blog is one way to allow some interaction. You post member content to a blog and if members want, they can post a comment, ask a question, etc. It is also a much more controlled way of the discussion of your members as the topics are laid out for them.
- **Teleseminar / Webinar:** You can hold periodic group sessions via teleseminar line or a webinar. Everyone can listen in and have the opportunity to ask questions and interact.

Membership Site Organization

Before you start writing, recording audio or taking any video recordings, decide on the specific topics your membership site is going to cover and how you are going to organize the information.

What to Think about When Deciding on Specific Content:

- Look at what information is included in other similar membership sites.
- Think about your target market and what their biggest struggles are. How can your product address that?
- Survey your readers and customers on what they would like covered.

Organizing the Information:

- **Intervals and Payment.** Determine how often will you add new content/product to the membership site. A general guideline is to add something new at least as often as your members pay. For example, if they pay weekly, something should be added to their membership, at minimum, on a weekly basis.
- **Media.** Decide what type of media you will use to deliver your content. You may even choose to use more than one for each lesson. For example, you might include a recording and a written guide, so students can choose their preference. Or you might conduct a live webinar and offer transcripts and recordings for those who can't attend live.

Media Options:

You have plenty of options when it comes to the types of media you can use in your membership site. Having a variety of media formats has a number of benefits including:

- **Increase perceived value of your product.** Instead of just getting a PDF document, your reader gets a variety of information in different formats, so they naturally feel it's more valuable.
- **The ability to cater to people's different learning preferences and disabilities.** While some people may like reading, if you can provide the same information via audio recording, you can capture those customers who want to take your information product and listen in their car, while working out, etc.
- **Some subjects are easier to teach in writing.** While others are easier to teach with videos or screenshots, for example. You can choose the appropriate media for each part of your product OR you can offer each part in a variety of media formats. You've got plenty of flexibility.

Some Options:

- Online content (HTML)
- PDF documents with text
- PDF documents with screenshots/photographs
- Teleseminar/Webinar
- Live action videos
- Screen capture videos
- Slide presentation videos
- Audios
- Transcripts
- Email Contents
- Photographs
- Illustrations
- Charts
- Tables
- Flowcharts
- Mind Maps
- iPhone and other mobile apps

Extra Tool Ideas:

In addition to straight content, consider including useful tools for your customers. Think about the subjects you are covering and how a tool could help your reader actually apply that information and get results from your product.

Some Tool Ideas:

- Worksheets
- Fill-in-the-blanks
- Spreadsheets
- Checklists
- Software
- Patterns
- Resource lists
- Glossaries
- Quizzes
- Diary/Journals
- Editable Charts, Tables, Flowcharts and Mind Maps

Download Set Up:

To help your readers use your product, plan how you will have your customers access their membership site content.

A Few Options:

- **Single document download:** If your membership site content is just one file, you might give your readers a link to download it.
- **Contents in a zip folder:** If you have multiple files, you might want to put it in a zip folder. If you choose this option, make sure you include an instructions document, so your customer knows how to use the product.
- **A download area:** An advantageous way to deliver your product is to give your readers access to a download area. This can be an HTML page where you welcome your customer and give them instructions on how to use the product.

This method has the advantage of creating a more personal experience, instructions are very clear and your download area is the perfect place to promote back end products.

- **Interactive area:** If you plan to incorporate interaction into your membership, make that part of your plan. Whether it's a blog where you add the weekly/monthly content or a message board, make it easy for your members to access and find.

Information Product Marketing Checklist

Putting together a great product is only half the battle. You've got to back it up with great marketing to sell it and this checklist will help you do that.

Pre-Selling:

Don't wait until your product is released to start selling it. Warm up your audience now. Offer them a free report, video or email series that gets them excited about your product and ready to order when it's released.

Here's what you need to get ready:

- **Opt-in promotion page:** Create a page where people sign up to get access to your freebie. Include the following in your optin page:
 - Attention-getting, benefit driven headline
 - Identify with your readers' problems
 - Show how your freebie solves that problems
 - Bulleted feature/benefit list
 - Testimonials and case studies of people who have used your advice and information before
 - Offer summary – what's included and how to claim the freebie
- **Autoresponder set up:** Set up an autoresponder with prescheduled messages or send out broadcast messages with update.

Some things to send to your list:

- Useful advice that complements the product you will be selling
- Additional videos, reports and tools that complement the product you will be selling
- Product launch updates
- Full promotion on launch day
- Follow-up to encourage freebie sign up to buy the product

TIP: Continue to use this pre-selling process after your product is set up. Just preschedule all the emails and you're ready to go.

Product Graphics:

Have graphics designed to represent your product. It makes your digital product appear more tangible and professional – thus increasing your chances of making a sale.

Some graphics to have created:

- Ebook / PDFs book covers
- CD covers for audios
- Software covers/boxes for software
- DVD covers for video
- Screenshots of your product components and tools

Sales Page:

To sell your product, make sure the benefit of your product and your offer are appealing and clear. Here are some things to include in your sales page:

- Attention-getting, benefit driven headline
- Promotional video
- Identify with your readers' problems
- Show how your product solves that problems
- Bulleted feature/benefit list
- Bonus product/tools information
- Testimonials and case studies from successful customers who have used your information and advice in the past...or who have tried this product ahead of time
- Guarantee /money back information
- Offer summary – what's included, price, etc.

Advertising Tools:

Whether you're advertising your product yourself and/or enlisting the help of affiliates, have your advertising materials ready to go.

Advertising tools might include:

- Graphic banners in a variety of sizes
- Short ezine / newsletter ad text
- Pay-per-click short text ads
- Solo / long email ads

Customer Follow Up:

Follow up with your customer in order to increase buyer satisfaction and back end sales. Some things to do in your follow up:

- Send extra downloads and useful information
- Promote related and relevant product that enhances the use of your product
- Give them tips on using the product
- Ask for feedback on your product and what else they might need. Use the feedback as testimonials on your sales page.

Information Product Promotion Checklist

You've got your product ready and your marketing materials are all set to go. Now's the time to start promoting.

Advertising:

You've got plenty of options for advertising your information product. Here are a few to get you started.

- **Google Adwords** (<http://adwords.google.com>) or other pay-per-click advertising.
- **Social Media Advertising:** Try [Facebook Ads](#) and [Twitter Advertising](#) to reach a highly targeted audience.
- **Advertise in targeted newsletters or ezines.** Do a Google search for “[your topic] newsletter” or “[your topic] ezine” and look to see if they have advertising available. If not, consider contacting the mailing list owner directly about advertising.
- **Advertise on targeted websites and blogs.** Do the same type of search as you did for newsletters and contact any website owners that don't offer advertising.

Affiliates:

An affiliate program allows you to make a tracking link for each of your affiliates and when someone buys through that link, they earn a commission. If affiliates don't make any sales, you don't have to pay them anything, so you're only paying for results. Make sure you have plenty of promotional tools for your affiliates to promote your product.

Some tools you might create:

- Graphic banners in a variety of sizes
- Short ezine / newsletter ad text
- Pay-per-click short text ads
- Solo / long email ads
- Brandable reports and other documents

No-Cost Promotion:

There are also plenty of ways to promote your opt-in and sales pages that don't cost any cash.

- **Write articles and submit them to article directories and websites.** Try EzineArticles.com and contact specific on-target website owners.
- **Write unique guest blog posts for blogs.** Try MyBlogGuest.com to find opportunities or contact blog owners directly with a ready-made post.
- Create, publish and promote your YouTube video. Let others, including your affiliates, know they can publish your video too.
- Give away a free report or other free gift. You can ask for an opt-in or give it away freely. Just make sure to include a promotion inside to get people to your list or product.
- Create keyword optimized content on your website. Use the [Google Keyword Planner](#) tool to find very specific keyword phrases you can write about and are on target with the product you are selling.
- Make comments on relevant blogs. Use tools like Technorati.com and [Google Blog Search](#) to find on-topic blog posts.
- Participate in social media like [Twitter](#), create a [Facebook Page](#) and more.
- Exchange promotions with another online business owner. If you have complementary products, agree to promote for each other. Make sure to use your affiliates links for further mutual benefit.
- Encourage your readers to share articles, blog posts and emails with their friends. Use plugins like AddThis.com and include a note in your emails that they can be sent to friends. Some autoresponder services will even include social media sharing in your emails automatically if you'd like.
- Write and distribute a press release. Submit to PRWeb.com and your local media outlets as well.
- Signature lines in emails and on message boards. Include a promotion for your opt-in page (promoting a freebie is easiest!) in your signature, wherever allowed.

Getting and Keeping Members Checklist

One of the challenges of a membership is getting and keeping your customers subscribed on an ongoing basis. Here are some tips to help you do that.

Getting New Members (Also consult the marketing / promotion checklists for extra help)

Find your membership site's USP (unique selling position). You can position your uniqueness on the quality of your product, your guarantees, the speed of service, etc. Dig deep on this one, see what others are doing and make your product better.

Clearly illustrate the benefits of the continuity program. Yes, the features of your product, membership, service are important...but when asking them to sign up for ongoing payments, you really need to let them know the benefits. For example: save time, save money, excel at a skill, ease stress, have more stamina, etc.

Give free or low-cost trials to get more people to try your product. Even if your subscription offer can be cancelled at anytime, people are often weary of getting hooked into a subscription of something they're unsure of. You can offer a free or a very low-cost trial to try it out.

Offer Satisfaction Guarantees. A guarantee can go a long way into instilling more confidence to buy from your prospects. In the case of membership sites where you are delivering digital content, there are minimal costs per member that offering a 30-day money back guarantee, for example, is easy enough to do.

Allow Cancellation at Any Time In addition to giving them a guarantee, make sure they know they can cancel anytime. If you feel your offer requires a time commitment (ex. 6 mo. contract), it's up to you, but in most cases there is no reason to make people feel tied to a subscription. They will more likely give it a try if they know they can get out easily.

Set up an affiliate program that your customers are aware of. We already talked about having your own affiliate program, but make sure it's accessible by every day people who enjoy your products, not just affiliate marketers. Make the concept of the affiliate program easy for your non-internet marketing members to understand – it's simply a referral program where they can refer family and friends. Make it attractive by telling them they might earn enough cash to pay for their monthly membership (or even more).

Keeping Your Members

Grandfather your members. Offer lower introductory prices that are grandfathered for existing members (but make sure the prices are still profitable!). When you raise your prices, grandfather older members with their lower price and state they will keep that price as long as they keep their subscription active. Of course, if your costs go up over time, you might not be able to offer grandfathered rates, but where possible it can keep members faithful to you for a long time.

Give them great value. That sounds pretty obvious, doesn't it? Just don't forget it or you'll have people leaving en masse. If you are making a content-based subscription, make sure your content is valuable and useable. If you are offering a service, make sure it's timely and reliable. You get the picture.

Offer more goodies as costs and time allows. Bulk up the value of your subscription on a regular basis. It could be by providing more content (even if you sell a physical product), support and interactivity. This will keep your current subscribers hanging on because they keep getting more value and it will also attract new members who are getting extra perks.

Sell products that make it difficult for your subscribers to decide to cancel. Of course, we're not talking about holding your customers' credit card numbers hostage, but we're talking about creating types of products and especially services that make it hard for them to make the decision to cancel. For example, storage of their data, content, etc.

Information Product Creation Resource List

Whether you're getting ready to create your product, need product graphics or are ready to sell, here is a list of resources that might come in handy.

Surveys

Easy Internet Survey: This free survey program allows you to set up unlimited campaigns and stores your data. You can either choose a hosted campaign or get the raw code to put into your own website. <http://easyinternetsurvey.com>

Research Tools & Websites

Google Keyword Planner: Free online keyword tool that shows you monthly searches on Google, advertiser competition and more. <https://adwords.google.com/ko/KeywordPlanner/Home>

Market Samurai: A very powerful keyword and competitive analysis tool. You can download a free trial of this desktop software. <http://marketsamurai.com>

Word Tracker: A paid online service (with a free trial) to help you analyze keyword search volume and competitiveness. <http://wordtracker.com>

ClickBank: A digital product marketplace that allows you to browse/search to see what products are selling. <http://clickbank.com>

Amazon: View bestsellers in topic categories for print and digital products. <http://amazon.com>

Writing Help

All Custom Content: For ghostwriting of ebooks, reports, articles and more. <http://allcustomcontent.com>

[DIYplr](#): Private label rights (PLR) step-by-step content and other useful tools.

[All Private Label Content](#): A variety of PLR articles, reports, autoresponder series and more.

[Easy PLR](#) : A variety of PLR content in a variety of niches.

[Business Content PLR](#) – If you need business content, Sharyn Sheldon's got you covered with amazing quality.

[Net PLR](#) – Ruth Pound has some great health and other great content, not to be missed.

[PLR Mini Mart](#) – For hard-to-find topics and unique niches, Tiffany Lambert has TONS of content for you.

PDF Creation

Programs like Microsoft Word usually allow you to “**Print**” to a PDF, so there is no need to buy extra software if you have that feature. The exception would be if you wanted to make it easy for your affiliates to make branded versions of your PDF. If that's the case, see the info below.

Adobe Online: Quality online PDF conversion with a free trial. <http://createpdf.adobe.com>

Free PDF Converter: Free online conversion. <http://freepdfconvert.com>

Brandable PDFs: Create PDFs that your affiliates can brand with their information and affiliate links. <http://viralpdf.com>

Video Creation

If you've got a smart phone, you can create videos and probably load them directly to <http://youtube.com>

Slides and Photos into Videos: Try a free program like [Microsoft Photo Story](#), makes it easy to turn photos and images into videos. To use a PowerPoint for this purpose, just open your slide show and click “Save As – Other Formats” and save as .gif or .jpg. Then you can import those images into Photo Story.

Audio Creation

Audacity: Free software allows you to create and edit audio recordings <http://audacity.sourceforge.net/download/>

Graphic Design

A few places to get quality graphics created:

[Appetite for Design](#): Shannon Smith does great graphic work and is always a pleasure to work with.

[Get eDesigns](#): Wendy Wood does ecovers, headers, logos and a bunch more.

Or make your own. Save a bunch of cash in the long run, by trying [Boxshot King](#).

Sales Page Creation

- This course comes with a few templates to make your content creation a snap. You can use the [Opt-in Template](#) for your free offers and the [Sales Page Template](#) for your paid products.

Digital Product Shopping Carts / Sales Systems

There are plenty of systems that allow you to sell products and deliver them digitally. Here are some of the better ones.

ClickBank: A marketplace that collects payments and pays your affiliates for you. You benefit from the large marketplace and affiliate network, but there are fees for each sale you make. <http://clickbank.com>

1ShoppingCart: An all-in-one shopping cart that system that includes your autoresponder, affiliate program and shopping cart. It is a monthly service and your cart is hosted on the 1ShoppingCart servers. <http://1shoppingcart.com>

Amember: A script that allows you to sell subscription-based and one-time purchase products. You pay for the script one time and it runs from your own web server. It includes your shopping cart, affiliate program and limited mailing list capabilities. <http://amember.com>



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